BEST AVAILABLE COPY

Advertising pages in September consumer publications

Current and September '81 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Sept. 1982	Sept. 1981	Jan.-Sept. 1982	Jan.-Sept. 1981
Art & antiques				
American Artist	59.2	61.8	498.3	470.7
Antiques	176.0	208.8	1,288.6	1,358.2
Art & Antiques—(6X)	63.5	67.7	313.8	288.0
Art in America—(11X)	105.5	128.5	865.3	786.0
Artnews—(10X)	97.0	138.5	726.6	868.5
Portfolio—(6X)	67.7	53.7	297.5	226.1
Southwest Art	96.0	132.0	966.0	1,032.6
Total Group	664.9	791.0	4,956.1	5,032.1
% change	−15.9%		−1.5%	
Auto/cycle/rec. vehicles				
Car & Driver	77.2	74.3	711.6	739.3
Car Collector & Car Classics	25.5	28.5	199.0	213.7
Car Craft	70.7	55.4	686.6	571.8
Cycle	47.2	58.5	724.2	772.2
Cycle Guide	29.8	44.6	503.1	532.4
Cycle World	29.5	37.6	575.0	640.1
Dune Buggies & Hot VWs	62.0	45.2	493.4	377.5
Family Motor Coaching	92.1	62.0	870.2	532.4
4 Wheel & Offroad	50.1	40.0	452.0	342.1
Four Wheeler	23.3	22.4	245.4	189.1
Hot Rod	46.3	39.3	527.6	483.3
Motorcyclist	26.2	34.5	497.9	481.1
Motor Trend	43.9	36.6	494.7	463.1
Motorhome—(9X)	63.2	54.2	568.6	387.4
Pickup, Van & 4 WD	27.6	—	244.4	—
Road & Track	88.2	76.6	813.3	820.8
3 Wheeling—(11X)	25.3	29.2	197.1	141.2
Trailer Life	95.3	85.4	925.1	775.2
Total Group	923.4	824.3	9,729.2	8,462.7
% change	+12.0%		+14.9%	
Boating & yachting				
Boating	110.9	113.4	978.1	1,007.8
Chesapeake Bay	25.3	29.0	230.4	233.5
Cruising World	119.3	136.1	1,117.2	1,069.9
Lakeland Boating	41.6	50.0	433.6	438.9
Motor Boating & Sailing	102.8	116.0	1,157.2	1,182.2
Rudder	19.1	28.5	199.0	222.1
Sail	125.3	144.5	1,274.2	1,290.9
Sea & Pacific Skipper	72.2	81.1	665.6	729.7
Trailer Boats	17.4	16.4	213.9	226.5
Yachting	152.3	189.6	1,517.0	1,684.8
Total Group	786.2	904.6	7,786.2	8,086.3
% change	−13.0%		−3.7%	
Canadian				
L'Actualite	44.7	67.2	439.0	453.0
Chatelaine:				
English Edition—A.	109.3	122.0	767.1	758.9
French Edition	93.4	109.7	615.1	646.9
Financial Post Magazine—A.	42.4	51.0	328.5	330.3
Flare—A.	58.5	67.1	388.8	438.2
Homemaker's Magazine:				
English Edition—(10X)	76.9	86.2	573.2	569.1
French Edition	50.0	70.2	439.0	461.0
Maclean's—A.	130.3	104.9	890.1	802.7
Madam Au Foyer	50.0	70.2	439.0	461.0
Perspectives D.	30.6	44.1	284.9	335.8
Quest Magazine—(8X)A.	33.5	51.3	279.4	279.3
Reader's Digest				
Canada-English—A.	82.9	95.8	686.8	749.8
Canada-French—A.	78.0	94.5	662.6	679.6
Toronto Life	133.0	126.0	954.0	826.0
Total Group	963.3	1,090.0	7,308.5	7,330.6
% change	−11.6%		−0.3%	
Civic/fraternal				
American Legion	33.3	32.3	264.9	226.8
Elks Magazine—(10X)	29.9	23.5	188.3	187.9
Kiwanis Magazine	13.5	17.8	113.2	120.9
Lion	8.7	6.3	56.2	44.6
Moose Magazine	26.0	20.0	190.0	182.0
Rotarian	12.7	16.9	116.2	124.5
V.F.W.—(10X)	31.3	23.0	220.7	216.5
Total Group	157.4	139.8	1,149.5	1,103.2
% change	+12.5%		+4.1%	
Comics				
Archie Comic Group—(6X)	—	—	40.0	40.0
DC Comics	8.0	—	64.0	—
Harvey Comic Group	8.0	8.0	72.0	72.0
Marvel Comic Group	10.0	12.0	89.5	90.5
Total Group	26.0	20.0	265.5	202.5
% change	+30.0%		+31.1%	
General				
Air Progress	14.7	15.5	159.5	155.5
American Forests	16.4	19.6	91.5	115.7
American West—(6X)	36.0	18.2	138.3	117.6
The Atlantic—A.	27.6	21.8	244.9	226.1
Audubon Magazine—(6X)	—	—	—	—
Bon Appetit—A.	107.3	107.8	690.3	733.7
Changing Times	34.4	36.8	318.0	253.1
Cuisine Magazine	24.2	35.3	309.5	362.9
Ebony	73.3	62.3	717.3	683.9
Fifty Plus	27.2	23.3	239.1	273.4
Games	43.5	28.2	140.8	104.7
Geo	15.3	21.0	139.0	164.0
Gourmet	61.8	73.0	526.6	537.8
Harper's Magazine—A.	20.4	20.8	149.6	207.0
Let's Live	61.3	85.1	647.9	759.7
Life	35.6	43.5	407.2	466.1
Moneysworth—(4X)	—	17.2	108.2	139.9
Mother Earth News—(6X)	58.7	64.4	256.9	265.8
Museum—(6X)	32.3	59.2	195.7	183.3
National Geographic	13.2	29.0	181.9	266.2
Natural History	45.5	39.5	278.1	308.4
Prevention	70.4	93.8	616.0	759.0
Psychology Today	28.1	35.7	300.4	382.7
Reader's Digest—A.	65.1	75.6	675.5	760.6
Saturday Evening Post—(9X)	46.3	43.6	290.4	267.8
Signature	48.5	59.0	457.8	432.7
Smithsonian	68.6	90.5	641.1	687.1
Success	29.5	28.5	248.3	263.7
Town & Country	194.1	200.3	1,103.2	1,058.2
Travel/Holiday	38.7	39.2	408.6	409.8
Travel & Leisure	92.5	119.8	754.4	792.6
Video	69.2	45.3	489.6	436.1
Video Review	61.7	54.8	533.7	443.1
Writers Digest	26.7	20.5	196.3	190.0
Yankee	104.4	113.3	675.7	710.5
Total Group	1,647.0	1,801.9	13,053.2	13,610.3
% change	−8.5%		−4.0%	
Home				
Americans—(6X)	42.5	49.5	166.3	164.8
Architectural Digest—A.	173.1	152.8	1,092.9	1,046.5
Better Homes & Gardens	117.5	124.8	967.3	1,010.5
Colonial Homes—(6X)	86.0	105.5	321.8	316.2
Country Journal	62.3	59.3	387.9	380.4
Country Living—(12X)	70.3	39.7	305.0	125.1
Dallas-Fort Worth Home/Garden	57.3	54.1	489.0	368.5
Early American Life—(6X)	46.4	47.3	174.1	190.6
Family Food Garden—(6X)	41.7	36.0	158.2	169.0
Family Handyman—(10X)A.	77.2	81.0	497.6	421.2
Flower & Garden—(6X)	—	—	193.3	182.8
Handmade	38.9	19.0	77.6	45.0
Home	38.9	54.0	239.6	290.0
Homeowner's How-To—(6X)	28.9	35.5	135.0	156.3
Horticulture	27.8	23.7	259.4	215.4
House Beautiful	104.0	111.9	672.1	769.8
House & Garden	80.7	113.1	750.8	885.3
Houston Home & Garden	115.4	109.8	976.6	854.5
Metropolitan Home	74.0	60.9	546.9	503.3
New Shelter—(9X)	58.2	53.5	292.9	292.5
1001 Home—**	31.4	34.2	224.8	208.9
Organic Gardening	73.8	82.0	616.5	653.8
Phoenix Home/Garden	40.3	36.9	422.0	309.5
San Diego Home/Garden	58.5	45.8	487.6	363.3
Southern Accents—(4X)	—	—	238.1	241.3
Southern Living	118.6	125.9	1,083.4	1,046.6
Sunset Magazine—A.	130.6	121.1	1,166.7	1,185.9
Texas Homes	95.4	104.7	702.1	626.8
Workbench—(6X)	75.4	73.6	310.9	306.4
Total Group	2,027.6	1,999.6	14,123.0	13,450.0
% change	+1.5%		+5.0%	
In-flight & other passenger				
Aboard Group (7) —(4X)	—	—	889.0	714.0
Air Cal—(12X)	55.6	56.3	482.8	532.0
Alaskafest	43.8	42.5	359.2	357.5
American Way	94.9	71.4	643.5	536.5
East/West Network:				
Amtrak Express	37.3	32.7	332.0	301.0
Continental Extra	56.0	48.8	475.9	446.8
Eastern Review	85.0	66.5	691.1	664.6
Ozark	41.3	42.7	367.1	394.0
PSA Magazine	92.8	90.3	736.8	763.8
Pan Am Clipper	39.7	58.6	348.4	516.4
Republic Scene	52.2	—	137.5	—
Texas International/-The Texas Flyer	68.7	55.0	559.3	504.3
United	88.0	69.5	652.1	866.4
USAir	68.2	68.1	400.7	421.4
Western's World	50.1	—	123.1	—
Halsey Publications:				
Delta Sky	52.3	55.0	432.0	400.0
Skylite—(6X)	18.0	13.2	69.5	52.0
Hawaii	18.5	22.4	184.1	247.6
Pace—(6X)	47.5	38.4	168.2	199.6
Spirit of Aloha	19.8	24.3	186.1	246.9
Southwest Airlines	107.1	88.0	845.1	683.2
Webb Publications:				
Frontier	42.8	41.8	349.5	315.0
Passages	38.0	49.2	256.9	269.3
TWA Ambassador	62.7	61.3	425.7	431.7
Total Group	1,280.3	1,096.0	10,115.6	9,864.0
% change	+16.8%		+2.5%	
Men's				
Complete Men's Group	21.0	24.0	203.8	197.8
Esquire—A.	108.7	37.5	533.3	297.5
Firehouse Magazine	84.9	80.8	462.3	438.7
Gentlemen's Quarterly—A.	219.8	181.9	911.8	879.1
Penthouse—A.	45.9	52.5	509.7	541.6
Playboy—A.	81.8	97.5	907.1	985.3
Total Group	562.1	474.2	3,528.0	3,340.0
% change	+18.5%		+5.6%	
Metropolitan				
Aloha—(6X)	23.0	37.5	140.8	129.8
Atlanta	87.1	113.5	587.2	726.7
Baltimore	64.3	94.9	513.6	583.5
Boston	161.0	140.2	1,105.3	1,078.8
California	86.9	73.6	605.8	523.7
Carolina Lifestyle	29.9	—	216.7	—
Charlotte	24.0	19.0	144.0	78.0
Chicago	176.2	164.6	1,204.9	1,149.5
Chicago's North Shore	70.6	69.0	577.9	528.0
Cincinnati	61.5	63.5	478.9	467.4
Cleveland	111.7	84.5	575.3	647.4
Coast	329.0	341.0	2,510.3	2,531.8
Columbus Monthly	76.1	119.4	657.9	807.7
Commonwealth	56.9	17.8	568.7	124.0
Connecticut	70.0	78.7	663.1	587.4
County Life	60.0	—	148.0	—
Country Magazine	28.7	25.0	214.4	146.9
D/Magazine, Dallas/Fort Worth	117.6	142.1	1,000.9	1,029.1
Denver	38.2	34.3	348.1	400.6
Monthly Detroit	64.5	51.6	468.2	379.0
Exclusively Yours Wisconsin	115.4	135.3	652.8	758.3
Grand Rapids	46.5	102.6	380.0	405.6
Gulfshore Life—(9X)	—	—	466.5	433.0
Honolulu	60.7	79.2	592.9	648.0
Houston City	71.3	85.8	605.3	584.2
Indianapolis	40.6	38.4	466.1	413.2
Kansas City	30.1	31.4	219.4	243.9
Long Island Life	60.0	—	151.0	—
Los Angeles	191.0	210.0	1,728.0	1,720.0
Louisiana Life—(6X)	82.4	47.2	305.7	183.2
Madison	54.0	45.0	417.0	417.0
Miami	70.3	70.2	770.1	712.9
Milwaukee	35.5	—	232.3	—
Mpls./St. Paul	92.7	103.1	632.9	685.1
Nashville	37.8	—	1,229.8	—
New Jersey Monthly	58.4	66.5	488.9	559.0
New Mexico	33.3	27.0	304.0	222.5
Ohio	79.5	51.7	356.8	289.3
Omaha	20.3	25.3	171.4	161.7
Oregon	16.7	20.8	178.6	221.5
Orlando	73.3	71.5	528.8	598.7
Pacific Northwest—(10X)	23.5	26.3	223.6	104.6
Palm Beach Life	42.5	58.4	644.1	660.7
Palm Springs Life	235.0	286.0	1,113.2	1,170.7
Philadelphia	136.8	150.1	1,064.1	1,189.9
Phoenix	64.6	81.5	700.4	780.9
Pittsburgh	57.9	56.3	417.8	355.9
St. Louis	68.7	90.3	575.2	630.3
San Diego	142.0	195.2	1,152.9	1,299.8
San Francisco	54.1	71.3	441.1	542.1
San Francisco Focus	38.6	40.8	319.9	315.0
Shenandoah/Virginia Town & Country—(6X)	62.3	32.0	190.1	101.0
Tampa	27.6	24.9	283.1	220.3
Tampa Bay	17.3	41.6	258.5	380.5
Texas Monthly	149.0	175.3	1,110.6	1,200.8
Twin Cities	56.8	64.8	409.0	433.7
Washington Dossier	49.0	35.7	349.4	363.5
The Washingtonian	186.5	145.5	1,194.0	1,136.9
Westchester Illustrated	21.5	41.5	265.2	318.3
Total Group	4,440.7	4,498.7	33,340.5	32,381.3
% change	−1.2%		+2.9%	
Movie-romance-radio-tv				
Macfadden's Women's Group:				
Modern Romances	33.6	29.3	255.8	251.9
Secrets	33.6	29.3	255.8	251.9
True Confessions	35.1	32.0	268.3	266.3
True Experience	33.6	29.3	255.8	251.9
True Love	33.6	29.3	255.8	251.9
True Romance	33.6	29.3	255.8	251.9
Sterling Women's Group:				
Daytime TV	30.3	32.3	274.1	285.5
Modern Screen	32.3	32.0	198.1	196.7
Movie Mirror—(6X)	32.3	—	164.8	161.8
Photo Screen	32.3	—	130.1	125.6
Soap Opera Stars	24.3	12.0	200.1	256.4
Spotlight	32.3	32.0	163.4	163.5
TV Movie Screen	—	32.0	100.9	161.6
Teen Bag—(6X)	5.5	8.2	30.1	42.2
Total Group	392.4	327.0	2,808.9	2,919.1
% change	+20.0%		−3.7%	
Music/entertainment				
American Film—(10X)	30.8	30.8	173.5	168.0
Circus Magazine	35.2	33.5	269.2	174.8
Dance Magazine	59.3	56.7	542.7	537.5
High Fidelity	22.8	46.9	283.1	359.3
Musician	59.1	78.8	486.4	500.5
Playbill	53.2	55.0	458.1	448.8
Stereo Review	48.8	67.0	444.8	498.7
Total Group	309.2	368.7	2,657.8	2,687.6
% change	−16.1%		−1.1%	
Newspaper Sunday magazines/national				
Family Weekly—A.	81.4	87.4	661.0	755.8
Parade	65.8	77.1	581.1	637.5
Total Group	147.2	164.5	1,242.1	1,393.3
% change	−10.5%		−10.8%	
Outdoor & sport				
Alaska	47.5	48.8	413.1	351.1
The American Handgunner—(6X)	31.4	46.2	183.5	202.3
American Hunter	41.4	27.9	147.1	114.5
American Rifleman	49.5	52.5	270.6	268.0
Backpacker—(6X)	—	—	188.4	166.6
Bass Master—(8X)A.	38.2	30.8	401.0	287.7
Bicycling—(9X)	74.8	70.5	681.4	579.7
Field & Stream	81.5	78.0	691.3	696.9
Fins and Feathers—A.	34.2	23.5	339.2	272.7
Fishing World—(6X)	18.2	18.7	177.3	162.2
Florida Sportsman	43.9	43.9	598.8	585.9
Flying	42.7	55.8	413.9	428.7
Fur-Fish-Game	35.9	31.2	218.7	213.5
Golf Digest	96.9	89.5	681.8	664.4
Golf Magazine	41.1	38.8	650.9	645.7
Guns	31.8	45.3	275.1	312.7
Guns & Ammo	62.3	64.4	436.3	434.5
Outdoor Life	71.3	69.3	607.3	608.5
Petersen's Hunting	63.5	55.2	329.0	275.2
The Runner	37.2	29.8	308.9	222.3
Runner's World—(13X)	—	—	—	—
Salt Water Sportsman	39.1	47.7	529.8	542.8
Shooting Times	45.3	39.0	291.9	326.8
Ski—(7X)A.	91.4	79.5	301.6	276.1
Skiing—(7X)	114.2	110.4	313.3	270.3
Skin Diver	58.8	70.7	592.6	560.8
Southern Outdoors—(9X)	44.5	42.9	290.7	277.7
Sport	41.7	35.2	338.2	311.1
Sports Afield	86.5	95.4	781.5	744.5
Spray—(10X)	36.3	36.8	365.7	326.8
Tennis	115.3	101.3	621.1	615.2
Western Outdoors—(10X)	32.0	29.1	276.1	271.0

(X) represents number of times published each year.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Preprinted inserts included. *All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine. **Aug./Sept. combined in 1981.

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BEST AVAILABLE COPY

Advertising pages in September consumer publications

(Continued from Page 79)

	Pages			
	Sept. 1982	Sept. 1981	Jan.-Sept. 1982	Jan.-Sept. 1981
World Tennis	90.7	80.5	428.9	439.5
Total Group	1,742.1	1,691.6	13,407.5	12,712.3
% change	+2.9%		+5.4%	
Photography				
American Photographer	57.2	43.5	421.5	358.7
Modern Photography	121.2	126.9	1,065.9	1,079.7
Petersen's Photographic	48.1	44.9	381.1	389.4
Popular Photography	136.5	149.0	1,154.1	1,239.5
Total Group	363.0	364.3	3,022.6	3,067.3
% change	−0.1%		−1.4%	
Religious				
A.D. Magazine—(10X)	14.6	13.5	103.3	114.7
BBI Jewish Monthly—(10X)	33.7	34.0	180.9	167.9
Christian Herald	48.2	51.2	257.5	279.3
Christian Life	36.4	29.3	243.9	231.0
Christianity Today	80.3	86.1	539.1	569.8
Inside—(4X)	87.8	89.1	208.8	203.8
Moody Monthly	57.8	56.0	398.4	431.1
Total Group	358.8	359.2	1,931.9	1,997.6
% change	−0.1%		−3.2%	

August

	Pages			
	Aug. 1982	Aug. 1981	Jan.-Aug. 1982	Jan.-Aug. 1981
Business				
Atlanta Bus. Chronicle—(52X)	18.9	25.2	187.3	230.7
Barron's—(52X)	143.4	168.8	1,319.5	1,438.5
Black Enterprise	29.7	28.0	410.2	378.2
Business Week—(52X)	251.2	310.7	2,803.4	3,009.5
California Business	56.4	60.2	556.1	488.4
Capital District Business Review	33.0	24.0	236.0	203.0
CitiBusiness	107.8	44.0	734.8	303.6
Corporate Report/Kan. City	45.8	51.6	420.3	379.6
Corporate Report/Minnesota	67.2	79.9	604.7	639.8
Crain's Chicago Bus.—(52X)	109.0	89.6	803.7	674.7
Dallas/Ft. Worth Bus.—(52X)	37.9	52.5	315.3	337.1
Dun's Business Month	47.1	55.2	527.6	546.4
Financial World—(24X)	65.0	78.8	619.0	608.0
Florida Trend	45.8	51.2	497.2	517.3
Forbes—(26X)	192.4	185.6	1,755.1	1,657.0
Fortune—(26X)A.	182.3	231.3	1,615.7	1,587.4
Hawaii Business	40.2	48.5	334.4	424.0
Houston Bus. Journal—(52X)	179.7	173.0	1,448.6	1,168.3
Inc. Magazine—A.	68.5	51.3	628.5	612.8
Income Opportunities—(10X)	46.9	51.7	291.4	299.0
Industry Week—(26X)	79.0	102.6	905.0	1,054.2
Indpls. Bus. Journal—(52X)	95.8	42.0	534.0	404.8
Money	84.0	74.7	795.4	715.9
Nation's Business—A.	18.9	25.0	241.1	274.7
New England Bus.—(20X)B.	33.8	17.5	460.6	358.0
N.Y. Daily News	51.9	77.2	410.9	722.3
Pacific Business News—(52X)	100.8	95.1	706.1	696.0
Pittsburgh Bus. Times—(52X)	101.5	82.7	765.0	583.3
St. Louis Bus. Journal—(52X)	101.5	82.7	765.0	583.3
Texas Business	50.5	38.6	420.2	352.5
Venture	36.8	26.7	302.5	273.6
Total Group	2,475.8	2,474.2	22,123.2	21,222.9
% change	+0.1%		+4.0%	
Newspaper Sunday magazines/local*				
Arizona Republic	81.3	90.2	750.3	892.8
Boston Globe	215.9	204.2	1,275.2	1,288.1
Chicago Tribune	91.9	107.1	691.3	830.0
Cincinnati Enquirer	80.3	98.1	603.8	748.1
Cleveland Plain Dealer	100.6	105.6	598.8	769.9
Columbus Dispatch	55.9	83.7	437.9	663.7
Dallas Times Herald	83.6	89.9	598.4	665.6
Denver Post	99.5	192.5	958.5	1,428.8
Detroit News	77.0	101.2	703.2	958.5
L.A. Times Home Magazine	116.8	91.3	766.4	836.7
Louisville Courier-Journal	94.4	93.0	706.2	770.2
Miami Herald	60.6	65.6	488.7	651.4
New York Times Magazine	406.0	459.4	2,481.5	2,636.1
Philadelphia Inquirer	73.6	75.8	527.1	571.4
Toledo Blade Magazine	45.7	50.4	361.5	470.1
Washington Post	125.3	128.9	877.5	994.5
Total Group	1,808.4	2,036.9	11,626.3	13,975.9
% change	−11.2%		−16.8%	
Weeklies, bi-weeklies, semi-monthlies				
The Advocate	83.7	65.9	643.0	526.8
Army Times Military Group:				
Air Force Times—(52X)	159.3	144.2	1,145.0	1,143.3
Army Times—(52X)	153.7	138.7	1,121.9	1,128.2
Navy Times—(52X)	186.9	177.9	1,340.2	1,323.4
The Times Magazine—(52X)	6.9	11.1	111.1	137.2
AutoWeek—(52X)	161.0	160.0	1,009.0	900.0
The Blood-Horse—(52X)	371.3	459.9	3,596.7	3,381.1
Capper's Weekly—(52X)	30.1	15.0	195.6	175.3
Commonweal—(22X)	3.0	2.2	62.6	55.8
Golf World—(43X)	68.0	65.7	593.2	598.7
Grit—(52X)A.	31.1	20.2	207.5	181.7
National Review	30.5	26.0	203.9	206.2
New Republic—(52X)	28.7	15.4	228.2	162.7
New York Magazine—(50X)	183.6	146.8	1,470.3	1,336.4
New Yorker—(52X)	187.2	224.0	2,276.6	2,290.8
Newsweek—(52X)A.	150.7	206.7	1,626.6	1,909.1
People—(52X)	236.0	268.3	2,145.2	2,176.4
Rolling Stone—(25X)	62.6	55.8	651.8	613.1
Sporting News—(52X)	49.9	38.7	430.9	381.1
Sports Illustrated—(52X)A.	164.4	207.3	1,634.6	1,770.3
Time—(52X)A.	175.9	185.5	1,593.5	1,722.4
Travelhost—(52X)C.	3,625.8	2,511.0	20,161.3	14,816.6
TV Guide—(52X)A.	180.3	213.3	2,213.6	2,223.9
Us Magazine—(26X)	62.2	52.0	395.0	277.8
U.S. News & World Report—(52X)A.	107.8	106.6	1,048.3	1,086.4
Total Group	6,500.6	5,518.2	48,106.7	40,524.1
% change	+17.8%		+13.7%	
Science/technology mechanics/electronics				
Creative Computing	122.0	151.4	1,068.8	894.6
High Technology	55.3	—	214.4	—
Mechanix Illustrated	69.4	78.3	581.7	616.4
Omni	55.9	57.9	480.0	450.3
Personal Computing	179.2	74.6	1,273.8	376.8
Popular Electronics	59.2	67.5	508.9	524.4
Popular Mechanics	112.2	112.5	892.4	925.4
Popular Science	82.9	75.0	709.5	658.0
Science Digest	—	—	—	—
Science 82	36.9	38.1	241.0	267.2
Scientific American	102.3	120.9	674.7	775.7
Technology Illustrated	43.3	—	214.8	—
Discover	33.1	29.8	293.9	258.6
Total Group	951.7	806.0	7,153.9	5,752.4
% change	+18.0%		+24.3%	
Women's/fashion/service				
Bride's Magazine—(6X)A.	199.5	209.5	1,452.6	1,381.1
Co-ed—(10X)	56.0	53.0	241.6	254.2
Cosmopolitan—A.	200.9	218.2	1,667.7	1,713.2
Essence	83.1	87.5	699.6	701.9
Family Circle—A.	192.6	200.7	1,221.1	1,185.3
Glamour	229.5	232.7	1,420.6	1,556.7
Good Housekeeping	168.7	159.7	1,402.0	1,430.2
Harper's Bazaar—(10X)	248.9	231.6	995.9	911.2
Health	29.0	34.3	245.5	232.1
Ladies' Home Journal	79.2	98.1	649.3	740.8
Lady's Circle	9.7	9.9	86.1	88.7
Mademoiselle	197.4	170.4	1,130.3	1,112.7
McCall's	88.2	95.7	721.5	824.4
Modern Bride—(6X)	129.8	138.8	1,293.5	1,158.2
Ms.	52.8	46.5	431.7	348.3
New Woman	47.0	—	345.3	182.3
Parents Magazine—A.	75.6	75.2	626.6	569.5
Playgirl	33.2	44.9	360.9	393.0
Redbook	103.2	105.8	774.5	843.5
Self	83.9	81.5	618.7	589.6
Seventeen	105.8	96.9	1,026.1	1,029.1
Soap Opera Digest	29.3	16.8	220.3	71.5
'Teen Magazine	56.5	59.7	428.8	416.0
True Story—A.	71.2	63.0	515.2	486.8
Vogue	410.5	438.5	1,899.1	1,786.1
W Magazine	127.2	87.5	797.8	596.7
Weight Watchers	31.1	26.4	254.4	210.4
Woman's Day—A.	—	—	—	—
The Workbasket—(10X)	47.6	40.8	292.5	279.9
Working Mother	96.0	—	591.0	381.0
Working Woman	115.0	69.5	692.5	525.5
Total Group	3,398.4	3,193.1	23,102.7	21,999.9
% change	+6.4%		+5.0%	
Youth				
Boys' Life	31.5	19.9	176.2	192.8
Campus Life	45.9	48.4	298.8	283.7
Total Group	77.4	68.3	475.0	476.5
% change	+13.3%		−0.3%	
Foreign				
Buenhogar:				
Central America	3.0	5.5	27.7	56.2
Chile	1.0	1.0	13.2	18.0
Colombia	57.7	47.2	403.5	374.7
Dominican Republic	10.3	9.0	110.7	92.5
Ecuador	13.0	5.5	88.5	70.5
Mexico	48.0	77.5	449.3	536.7
Peru	20.3	28.5	246.5	276.0
Puerto Rico	14.8	15.7	143.7	166.7
U.S.	10.5	4.0	56.0	61.8
Venezuela	22.8	29.0	283.0	318.3
Coqueta:				
Central America	—	—	5.0	1.0
Colombia	2.0	1.0	34.0	18.5
Mexico	2.5	11.5	54.8	68.0
Peru	—	—	5.0	—
Puerto Rico	2.0	2.0	15.0	14.5
Venezuela	6.5	14.5	42.5	64.5
Fascinacion:				
Central America	—	—	—	1.0
Colombia	13.3	12.8	58.3	68.7
Mexico	6.3	8.0	54.7	58.3
Puerto Rico	1.5	2.0	14.0	11.0
Venezuela	9.5	7.0	93.7	69.7
Geomundo:				
Central America	6.0	4.0	45.0	37.3
Chile	8.0	5.0	50.0	45.8
Colombia	18.0	14.0	100.8	93.5
Ecuador	4.0	3.0	34.0	30.5
Mexico	15.7	10.0	100.7	117.5
Peru	8.0	10.0	68.0	77.5
Puerto Rico	9.0	3.0	54.0	37.3
Venezuela	15.5	7.0	125.8	94.8
Hombre De Mundo:				
Central America	3.0	4.0	39.8	53.5
Chile	2.0	4.0	38.0	46.5
Colombia	10.2	13.7	102.3	104.3
Ecuador	2.0	2.0	33.8	43.0
Mexico	14.0	25.5	153.8	184.7
Peru	4.0	9.0	47.8	77.0
Puerto Rico	8.0	6.0	65.8	90.7
Venezuela	19.5	10.5	226.0	125.5
Ideas Para Su Hogar:				
Central America	—	—	6.0	6.0
Chile	1.0	1.0	6.0	8.5
Colombia	41.8	32.3	227.2	194.0
Dominican Republic	—	—	3.0	14.5
Ecuador	8.3	4.5	59.3	13.5
Mexico	16.8	24.2	172.0	157.2
Peru	9.8	15.5	102.8	100.5
Puerto Rico	2.8	2.2	16.2	24.0
Venezuela	12.2	13.5	190.7	132.0
Intimidades:				
Central America	2.0	2.0	12.0	14.0
Chile	1.0	—	3.0	2.0
Colombia	2.0	1.0	12.0	14.5
Mexico	3.0	6.5	38.0	44.0
Puerto Rico	3.0	3.0	21.0	25.5
Venezuela	4.0	10.0	44.0	85.0
Mecanica Popular:				
Argentina	9.0	16.2	69.2	94.7
Central America	19.3	23.5	136.2	160.2
Chile	7.3	8.5	49.2	44.3
Colombia	23.7	30.0	170.7	203.2
Mexico	25.3	31.5	180.8	222.8
Peru	29.3	31.0	188.3	218.5
Puerto Rico	16.7	21.0	124.5	158.8
Venezuela	26.8	31.0	200.2	215.5
The Ring en Espanol:				
Mexico	1.0	2.0	13.0	14.0
Puerto Rico	4.0	3.0	28.5	14.0
U.S.	5.0	3.0	36.5	18.0
Venezuela	4.0	5.0	25.0	22.0
Vanidades Continental:				
Central America	9.7	13.2	119.3	174.3
Chile	8.2	15.5	105.5	118.0
Colombia	90.8	79.8	619.8	582.8
Dominican Republic	20.0	20.5	229.3	183.7
Ecuador	24.8	17.3	162.7	170.3
Mexico	97.0	134.5	873.5	955.8
Peru	40.2	46.2	319.2	320.2
Puerto Rico	37.3	50.7	342.3	396.3
U.S.	48.5	38.5	410.7	291.5
Venezuela	55.8	57.0	587.8	526.0
Cosmopolitan Foreign Editions:				
Australia	64.4	59.4	440.4	406.9
Brazil	47.0	29.0	353.6	260.5
France	43.3	46.0	768.9	688.0
Germany	17.0	7.0	172.0	86.0
Great Britain	92.0	92.0	826.0	849.0
Greece	26.0	26.0	417.0	335.0
Holland	12.0	—	141.0	—
Italy	47.7	40.7	502.3	483.3
Japan	35.0	46.0	286.6	219.0
Cosmopolitan en Espanol:				
Central America	1.8	3.3	28.7	41.2
Colombia	19.5	16.3	150.0	147.2
Ecuador	0.8	1.0	25.2	17.3
Mexico	57.3	77.3	504.3	510.7
Peru	7.0	13.3	112.2	112.5
Puerto Rico	21.3	28.3	206.3	271.7
U.S. (Spanish language)	21.2	14.7	147.3	115.3
Venezuela	18.5	26.8	230.5	191.5
International Communications:				
African Business	23.1	36.1	243.4	244.6
Al-Iktissai Al-Arabi	13.9	7.5	31.8	78.2
New African	23.3	34.1	182.7	192.0
The Middle East	13.9	21.8	148.0	175.0
International Herald Tribune	59.8	51.2	700.6	679.5
International Management:				
Africa	7.7	10.0	102.5	97.7
Europe	10.3	14.7	282.8	274.3
Latin America	10.8	9.3	99.7	103.8
Middle East	27.5	43.5	168.2	146.5
Pacific	4.7	10.0	125.2	116.7
Johnston International:				
Alam Attijarat	50.5	64.5	506.0	521.5
Modern Africa	30.2	39.8	132.8	140.5
Modern Asia	40.0	58.3	278.9	353.3
Ejecutivo	23.0	—	102.3	—
Newsweek International—A.:				
Atlantic	53.5	66.4	622.2	614.6
Latin America	25.2	34.7	193.1	233.3
Pacific	53.1	65.1	512.4	573.2
Progreso—(9X)	14.8	26.2	86.2	101.2
Reader's Digest:				
Arabic	—	30.0	88.5	155.0
Asian	189.0	247.0	1,519.0	1,396.4
Australian	76.0	75.0	585.7	663.1
Belgian-Flemish	19.0	18.5	561.0	619.0
Belgian-French	18.5	15.5	454.5	484.5
British	32.2	33.4	422.8	438.6
Chinese—B.	81.0	114.0	688.5	787.8
Danish	27.8	14.8	251.7	251.2
Dutch	21.5	12.8	293.6	312.3
Finnish	28.5	24.5	399.3	416.8
French	24.8	25.0	502.1	518.3
German	48.3	35.5	543.6	529.6
Greek	6.0	—	79.0	—
Iberian	11.5	14.0	195.5	243.0
Indian-English	85.0	97.5	655.5	729.5
Indian-Hindi	4.0	24.5	121.0	205.5
Italian	15.5	24.0	416.0	453.0
Japanese	45.9	37.1	390.6	373.3
Korean	20.8	15.5	159.6	134.0
Latin American:				
Argentina	17.0	32.5	123.0	210.5
Brazil	9.0	9.0	98.8	79.1
Central American	22.5	17.0	107.0	134.5
Chile	20.5	31.0	154.0	236.0
Colombia	54.0	61.5	299.5	357.0
Ecuador	15.0	16.5	90.0	103.5
Mexico	51.8	55.4	473.4	426.7
Peru	17.0	19.5	92.0	102.5
Puerto Rico	19.5	8.5	91.5	69.0
U.P.B.	19.5	33.0	115.0	195.5
U.S. Spanish	18.5	16.5	129.5	140.0
Venezuela	21.0	23.5	158.5	167.0
Portugal	45.5	31.3	325.6	310.1
New Zealand	79.5	70.5	515.0	416.2
Norwegian	28.8	11.5	325.6	373.9
South African	110.0	81.5	818.5	684.5
Swedish	16.0	17.5	204.0	189.5
Swiss-French	16.0	11.0	245.0	269.0
Swiss-German	20.0	14.0	298.0	334.0
Time International:				
Time-Asia	82.8	86.3	678.4	703.5
Time-Atlantic	73.1	70.5	778.2	761.5
Time-Canada	74.8	71.2	1,080.0	972.8
Time-Latin America	67.5	80.1	584.3	562.0
Time-South Pacific	188.9	175.1	1,110.9	1,140.3
Visao—(52X)	155.6	117.6	1,063.3	840.1
Vision/Latin America—(26X)A.	32.9	45.6	281.2	313.7
Total Group	4,152.9	4,393.5	37,718.9	37,732.4
% change	−5.4%		−0.1%	

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Healthcare marketing: Informing the public—Magazine special report

Advertising Age

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Ad Age picks winners, losers

ABC-TV will win vigorous season

By COLBY COATES

NEW YORK—Network tv, after a couple of off years, is headed toward a prime time season of renewed vigor that will see ABC nip CBS by the narrowest of margins for the over-all household ratings crown.

ABC and CBS will spend much of their time trying to knock each other off (witness ABC's last-minute decision to run its Prince Charles-Princess Diana made-for-tv movie two days ahead of CBS), while NBC, finally making good on its phoenix-from-the-ashes routine, will steal audience from both networks, playing a key role in determining the over-all winner.

A primary reason for ADVERTISING AGE's decision to pick ABC as the winner is that the network seems to have garnered what should be the two biggest miniseries of recent years: "Winds of War" and "The Thorn Birds." (A lengthy National Football League players' strike could affect our pick as well, enabling CBS to play ball-control on Monday night.)

Currently, "Winds of War" is set to roll with 16 hours during the February sweeps. However, there is a chance that ABC, with hours of unused product on the shelf, might add a couple of hours for an added boost. As for "Thorn Birds," current thinking says it will air in next May's sweeps period.

But sources suggest that if the ratings race is as close as everybody thinks it will be as the season winds down, ABC might pull "Birds" from the sweeps and air it during the last few weeks of the season.

CBS, on the other hand, does not seem to have the miniseries firepower, and there is a belief that its made-for-tv movie package might not be quite as strong as it's been in recent years. When CBS wrested the ratings crown away from ABC a few years ago, that win was due mainly to the over-all excellence of the made-for-tv movie

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BUYS TENDER LEAF FROM NABISCO

P&G into tea market

By JENNIFER ALTER

In a quiet move that could have loud reverberations, Procter & Gamble Co. has acquired the Tender Leaf tea brand from Nabisco Brands.

The brand comes with related manufacturing equipment and will become part of P&G's Folger's Coffee division. Terms of the purchase, labeled by P&G as "minor," were not disclosed.

Although Tender Leaf sales are thought to be only in the $10 million-to-$15 million range, the move is significant for several reasons.

First, the company is believed to have under its wing some very innovative product technology which could easily be applied to tea. It is described as a "desorbate" process by Hercules Segalas, a senior vp at Drexel Burnham Lambert, who says he has seen some 12 such P&G patents in the past five or six years; the technology provides for the capture of "true" flavor.

The acquisition will give P&G a vehicle through which it can bring these innovations to the marketplace, and Mr. Segalas said he expects a tea product to be in test market by spring, 1983.

"It's a case of a technical development looking for a brand," Mr. Segalas said. "It isn't like Orange Crush, where they bought the company to learn the business."

Although Tender Leaf is a relatively minor factor in the $1.25 billion tea business—it's been unadvertised for the past several years—consumers maintain a strong and favorable awareness of the brand. Nabisco picked up the brand when it merged with Standard Brands.

More generally, the move is yet another indication of the company's strong interest in the beverage area. It began its building process in 1963 with the acquisition of Folger Coffee Co., and has speeded up its activity in the past few years with the purchase of Crush International (soft drinks) and Ben Hill Griffin Inc.'s citrus processing operations.

As the fifth-largest brand on the market, Tender Leaf is especially

(Continued on Page 82)

Advertisers hoping for short NFL strike

Nets try to hold grid dollars

NEW YORK—The tv networks, faced with a $400 million pro football fumble due to the players' strike, are struggling to keep possession of all those ad dollars.

The immediate problem for advertisers is the loss of ad weight in September. The tv networks have very few availabilities now in programing that would be attractive to male-oriented products and services. Other media are rushing in to offer time and space to the affected advertisers, and Turner Broadcasting System is poised to offer a schedule of "all-star" games by the striking players.

There is evidence that the tv community is thinking of the strike as a two-week problem, for they are not willing to do much talking about plans beyond that time frame. However, the picture is a good deal brighter for the nets in October; they believe skillful allocation of dollars in weekend sports, some male-slanted prime time programs and national spot can help take up the slack.

Turner's plans. . .Page 80.

Some agencies have expressed concern about keeping their clients' money in the marketplace during the strike. Said one harried executive, "It's getting toward the end of the year. Some clients might just decide to keep the money and make their yearend profit-and-loss statement look a whole lot better."

The nation's two leading brewers, Anheuser-Busch and Miller Brewing, are big spenders on pro football, but the size of their total ad budgets means the loss of NFL telecasts is not critical.

"We find the strike to be an inconvenience, but it is not an insurmountable problem," says Jerry Solomon, exec vp-sports and programing for D'Arcy-MacManus & Masius, the Anheuser-Busch agency. He noted A-B is also on college football games, the ESPN

(Continued on Page 78)

McDonald's sues to halt BK effort

MIAMI—McDonald's Corp. went to court last week to try to stop Burger King's new comparative ad campaign from going on the air today. The action was expected (AA, Sept. 20).

The nation's No. 1 fast-food chain was seeking a preliminary injunction in U.S. district court here, contending that Burger King's advertising (*see earlier story, Page 4*) is "false and misleading." A hearing conducted Friday was continued by the judge until today, allowing the BK campaign to begin airing Sept. 26.

Wendy's International, whose products also are cited in the BK comparative drive, Friday challenged both fast-food chains to a taste-test competition which would be monitored by an independent

(Continued on Page 80)

last minute news

Woolworth to close all 336 U.S. Woolco stores

NEW YORK—F.W. Woolworth Co. will close all of its 336 Woolco discount stores in the U.S. as part of a major restructuring move and will concentrate on profitable divisions, including some of its growing specialty retail operations. In the first half of fiscal '82, Woolco units had an operating loss of $21 million on $1 billion in sales. Last year it lost $19 million.

Bristol-Myers tries Quadrin cough medicine

NEW YORK—Bristol-Myers is testing new Quadrin multisymptom cough formula in Omaha. Available in 3-oz. and 6-oz. bottles, Quadrin contains a cough suppressant, decongestant, analgesic and expectorant. Ad plans include tv, newspaper, trial-size displays, sweepstakes and shelf-talkers. Agency undetermined at press time.

Hardee's reportedly will stay with B&B

ROCKY MOUNT, N.C.—Hardee's Food Systems is sticking with Benton & Bowles as its agency for the consolidated Hardee's/Burger Chef business, estimated at $70 million including promotion, an agency source said. O&M, which had pitched for the account (AA, Aug. 23), will continue to handle Burger Chef until conversion to the Hardee's banner. Hardee's would not confirm, saying an announcement would come this week.

Yoplait Breakfast Yogurt going into test

MINNEAPOLIS—General Mills is testing Yoplait Breakfast Yogurt, containing fruit, nuts and wheat grain, in Portland, Ore., and possibly other

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Kodak may tip answer to Sony's Mavica

By GAY JERVEY

Having pioneered "decision-free" disc photography, Eastman Kodak Co. is about to face fresh competition from Japanese competitors on several fronts—discs; another wave of increasingly plebian 35mm cameras, and the revolutionary filmless electronic-imaging system pioneered by Sony's Mavica.

The colossus of Rochester will be making some new waves of its own, however. Next week at Photokina, the industry's annual gathering in Cologne, West Germany, Kodak reportedly will show prototypes of tv converters for film disc display. This will clearly signal the company's much discussed, but until now never really confirmed, entry into Mavicaland.

For some time, Kodak has admitted only to studying filmless electronic imaging, while specifically hinting at a hybrid system that not only can capture the original image on film but also display it electronically.

Kodak is also likely to divulge plans to introduce in the U.S. a cheaper, fewer-frills version of the disc, the 2000 (AA, March 1). It is currently available in Europe and uses flash cubes rather than the extended life, battery-powered flash found in the top three models now marketed here.

According to a source, Kodak last July took out a patent for a compact, nonsingle lens reflex 35mm of the Snappy (from Canon) variety. The introduction of such a camera could provide Kodak with a viable means of entering the 35mm market without abandoning its mass-market roots.

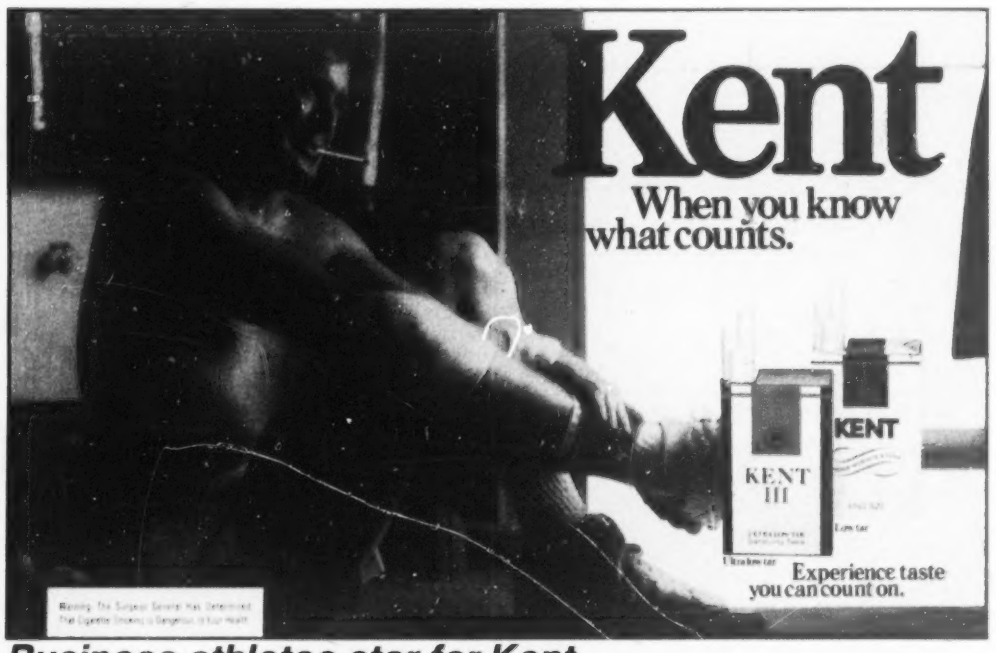
Photokina will be nothing if not active. Sources say Sony will be displaying a more-developed prototype of the Mavica than has been seen to date. First announced last fall, the Mavica is a still camera that looks and feels like a 35mm, but is much more sophisticated. It records images on a tiny whirling magnetic disc that is loaded like a film cartridge and contains enough room for some 50 snapshots.

Thus, sources say Photokina will provide a final dress rehearsal before Sony details its plans for a spring U.S. rollout, to be officially proclaimed at the Photo Marketing Assn.'s annual trade show next March in Las Vegas.

Despite the Mavica's predicted high price—some $650 for the camera itself and another $220 for the accompanying disc player—it generally received welcome reviews. Analysts cited not only its pioneering possibilities, but also Sony's track record, having brought forth such marvels as the first portable fm radio, the Betamax videocassette recorder and the now omnipresent Walkman.

Reasonable—and in some cases reputable—facsimiles of the Kodak disc camera now also appear imminent. For one, Minolta is whispered to be introducing a disc prototype that reportedly will match Kodak's in technology and be priced at around $100. Other manufacturers, such as the Rahway, N.J.-based Continental Cam-

(Continued on Page 80)



Business athletes star for Kent

First ad in the campaign that kept the $25 million Kent and Kent III cigaret account at Foote, Cone & Belding is designed to appeal to both men and women by "conveying confidence and independence," the advertiser says. Magazines, supplements and outdoor are scheduled.

Suits to follow agency closing

By JOHN J. O'CONNOR

New York—Anesh, Viseltear, Gumbinner's abrupt shutdown has left a group of unpaid, angry free lance illustrators, retouchers and photographers mulling lawsuits, complaints to the state attorney general's office and copyright infringement actions.

"They feel they have been the victims of a scam," said an artist's agent who has been attempting to locate other free lancers who are said to be owed money. The agent, who asked to remain anonymous, said the group reluctantly is looking at suing Kayser-Roth and Oscar de la Renta Ltd., both former clients of the closed agency (AA, Sept. 20). The amounts owed the half-dozen or so free lancers so far identified range from $3,000 to $30,000, the agent said.

At the same time, at least two publications say they have not been paid for current Oscar de la Renta menswear ads. A spokesman for *American Heritage* said the magazine had not been paid for eight de la Renta ad pages (worth $67,000) in the current issue. He said the publication was trying to settle the matter through discussions with the client and AVG.

Ironically, de la Renta is only the second advertiser to appear in *American Heritage* since the publication announced earlier this year that it would accept advertising for the first time in its 28-year history. Ads are limited to a single advertiser per issue (AA, June 14). *Bride* has not been paid $6,000 for a de la Renta ad in the current issue, an executive at that magazine said.

A Kayser-Roth executive, who asked not to be identified, said he was told of the agency's closing by Ned Viseltear on Sept. 20. "He told me that the agency had decided to fold and that 'everything was nice and clean,'" the K-R exec said. After the phone call, the executive said he wrote Mr. Viseltear a letter

(Continued on Page 82)

highlights

Monday, September 27, 1982

General Mills toy group is planning to bring out, with American Greetings Corp., a new line of Care Bear character items. The company also told stockholders of successes in food products. *See Page 10.*

The morning after the *Buffalo Courier-Express* folded, the *Buffalo Evening News* hit the streets with its "Sunrise edition." *See Page 12.*

McGraw-Hill last week sold *Housing* magazine to Hanley-Wood of Washington, which will merge it into its *Builder* magazine. *See Page 14.*

Warner-Lambert mulls divestiture plan: Will it involve Entenmann's baked goods or American Chicle gums, candies? *See Page 28.*

Buick plans to pinpoint growth regions with special models, because "the days of the national market are really gone," according to division general manager Lloyd Reuss. *See Page 32.*

Nothing subtle in the tv ad campaigns launched by the Democratic National Committee and its conservative antagonist, the Fund for a Conservative Minority. *See Page 35.*

United Parcel Service's entry into the overnight small-package arena could cause a shakeout in that highly competitive industry. *See Page 38.*

John O'Toole, chairman of Foote, Cone & Belding International, warns that U.S dominance of advertising is not sacred and that agencies could face a declining share of world volume. *See Page 54.*

Agencies that have committed millions of client dollars to entries in the new prime time tv season are forecasting which shows will be winners or losers. *See Page 60.*

A.C. Nielsen is updating its tv data based on population shifts discovered by 1980 Census results. *See Page 64.*

National Journal, a specialized weekly delivering in-depth reports on politics and government, will begin carrying ads on Oct. 16. *See Page 68.*

Ogilvy & Mather International for the first time is offering to sell shares in its Pacific and Asian agencies to employes. *See Page 68.*

Xerox's busy week: Acquisition of Crum & Forster insurance holding company, introduction of new copying machine generation. *See Page 82.*

CORPORATE CLOSEUP

Burger King's comparative ad campaign against McDonald's and Wendy's is designed to keep up the momentum following "strong sales vitality" this summer. *See Page 4.*

INTERNATIONAL

After more than 10 years of neglect, Peru's tv industry has embarked on an unprecedented program of self-improvement that tv executives hope will take it out of the dark ages. *See Page 34.*

FOLLOWUP

Hawkeye Distilling predicts sales of 500,000 cases of its new M*A*S*H 4077th vodka. *See Page 46.*

MAGAZINE

Museums are having the same economic problems as other institutions and, coupled with a decline in membership, have been forced to market themselves in new ways. *See Page M-2.*

Agency media executive Marcella Rosen dispels the notion that media availability alters consumer behavior, while providing proof that change in the consumer marketplace actually alters media patterns. *See Page M-6.*

SPECIAL REPORT

Healthcare: Marketers are going beyond traditional methods of reaching the physician and pharmacist to carry their products directly to the consumer. *See Page M-7.*

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Is Kuralt leaving CBS-TV?

By DIANE MERMIGAS

Whether or not Metromedia persuades Charles Kuralt to jump ship and anchor its new prime time newscast, the burgeoning New Jersey-based broadcaster has made clear its intentions to compete head-on with the commercial networks and to beat them by their own rules.

The 25-year CBS News veteran, who reportedly is unhappy about having been replaced in March by Bill Kurtis as co-anchor for the "CBS Morning News," recently met in Boston with Bob Bennett, Metromedia's senior vp of tv broadcasting & production, and Mark Monsky, vp-news for Metromedia's WNEW-TV, to hear about the company's plans for a new one-hour, prime time newscast expected to debut early in '83.

Sources say Mr. Kuralt is "intrigued" by the plan. However, the vacationing Mr. Kuralt was unavailable at press time for comment on whether he is interested in the post or in seeking release from his CBS contract, which has more than a year to go.

Mr. Bennett and Mr. Monsky

(Continued on Page 82)

corporate closeUp

Burger King thinks it's found the sizzle

By CHRISTY MARSHALL

MIAMI—After experiencing what parent Pillsbury Co. called "strong sales vitality" this summer, Burger King Corp. believes it has finally put some sizzle back in its business. To keep the momentum going, the company has devised a strategy that it hopes will fry archrivals McDonald's and Wendy's.

Senior vp-marketing Kyle Craig attributes Burger King's record summer (over-all sales up 14%; average restaurant sales increased about 8% over last year) to new products (*e.g.*, bacon double cheeseburger) and its "Aren't you hungry?" advertising campaign. That creative effort was Burger King's first phase—"Now we are going for more," Mr. Craig said. The latest tactical attack centers on a comparative campaign going up against the other two hamburger chains (AA, Sept. 13), aimed at getting what Mr. Craig calls "a greater share of belly."

After a period of flat sales and a management shakeup, confidence is now running high at Burger King headquarters here. "We know we're better," Mr. Craig told franchisees in a specially made film to introduce the comparative campaign. "We're not afraid to tell people we're the best and why we're the best. We've decided we're not only going to fight the bully, we're going to invite the whole school to see us whip him in public view."

Symptomatic of the fast-food industry, Burger King's sales had been soft during much of this recession. In an attempt to get the chain back on track, the company has been involved in several executive-suite personnel moves. Last March, Jerry Ruenheck was named president-chief operating officer of Burger King Corp., passing along the presidency of Burger King USA to Jeffrey Campbell, previously head of marketing. Mr. Craig succeeded Mr. Campbell. Two months later, Norman Brinker, former president of Pillsbury's restaurant group, was named chairman-chief executive officer of Burger King, replacing the ousted Louis Neeb.

"Burger King has been relatively flat in real volume unit terms during the recession," said Michael Culp, analyst at Bache Halsey Shields Stuart, adding it was the same throughout the industry. "It [BK] is not abnormally weak, but I think they lost momentum in the last couple of years. They have had very high turnover in Miami, which is very upsetting to the franchisees. The replacement of Lou Neeb recently reflected dissatisfaction with the direction of the business."

According to Win Wallin, president of Pillsbury, the management in place now is secure. He added he was very pleased with Burger King's performance over the summer, although acknowledging at the company's recent annual meeting of stockholders that "returns are not totally acceptable" (AA, Sept. 20). He said Pillsbury's first priority for BK is "to improve the fundamentals of the business."

Throughout its system, Burger King has just completed its Shape-Up program, what Mr. Craig calls an operational awareness program designed to retrain and rally the troops. As a result of the Shape-Up program, Mr. Craig said "the attitudinal momentum out there is the best I have ever seen."

In fiscal year '82 (ending May 31), Burger King's sales were in excess of $2.3 billion, while earnings have been estimated at $130 million, up 10% from the prior fiscal year. The company now has 3,255 units in 50 states and 20 countries. In the coming year, it plans to add 200 to 250 stores in what it terms domestic "key sites." International plans are for about 75 new units

(Continued on Page 81)

McDonald's ad awareness down, survey shows

By JOSEPH M. WINSKI

The advertising of McDonald's Corp., which is bracing for a tough comparative ad campaign from archrival Burger King (AA, Sept. 13), already may be losing some of its hold on public awareness.

In August, 39.9% of Americans named McDonald's advertising as the fast-food advertising that first comes to mind, down from 43.4% who named McDonald's advertising in July and 49.2% who did so in June. The last two months' declines—3.5 percentage points in August and 5.8 points in July—are statistically significant under the methodology of adWatch, a joint monthly survey of consumer awareness by ADVERTISING AGE and SRI Research Center Inc., Lincoln, Neb.

AdWatch polls a random sample of 1,250 American adults by telephone; last month's polling was conducted from Aug. 1 through Aug. 21. AdWatch measures awareness of industry advertising by asking: "Of all the advertising for [one of 20 product categories] you've seen, read or heard in the past month, which comes first to mind?"

August was the first month since adWatch began in April that McDonald's score fell below 40% of

adWatch

total respondents. While the company still dominates fast-food advertising awareness, with a score more than five times that of runner-up Burger King's 7.4%, its margin has narrowed from nearly 9-to-1 in June, when it recorded its best score. Burger King's awareness level also fell in August, from 9.0%. Burger King had posted a significant 3.5 percentage point gain in July.

In actual numbers, McDonald's advertising was named by 116 fewer respondents in August (499 mentions) than in June (615 mentions).

Moreover, in over-all advertising awareness—not limited to any industry or product category—McDonald's fell to No. 5 in August, down from No. 3 in July and its lowest ranking since adWatch began. In August, 0.96% of the 1,250 respondents said McDonald's advertising first came to mind, compared to 2.4% who said so in July.

Since about late May, McDonald's national advertising has been handled by Leo Burnett U.S.A., which received the account when McDonald's dumped longtime agency Needham, Harpers & Steers.

■ AdWatch measures over-all advertising awareness by asking consumers, "Of all the advertising you've read, seen or heard in the last month, which ad comes first to mind?" In August, as in the preceding four months, Coca-Cola (3.76% of all responses) and Pepsi-Cola advertising (2.80%) ranked No. 1 and No. 2 in over-all awareness.

Philip Morris Inc.'s Miller beer (including Lite) advertising was No. 3 and Anheuser-Busch's Budweiser (including Budweiser Light) was No. 4.

New to the top 10 in August were *Time* magazine, No. 6, and Kibbles 'n Bits, a relatively new dog food from Quaker Oats Co., No. 7. Four auto makers—Chrysler, Ford, General Motors and Toyota—tied for No. 8. All had previously ranked in the top 10 at least once.

Dropping from the top 10 in August were Philip Morris' 7UP (No. 5 in July), Dr Pepper (from No. 8) and Bell Telephone (AT&T) and Consolidated Foods' Shasta soft drinks (tied for No. 9 in July).

Again in fast-food advertising, Wendy's, No. 3 in the category, recorded a 6.4% awareness rating in August, up from 4.8% in July and its highest monthly score. Wendy's launched its "You're Wendy's kind of people" campaign in July, after dropping its controversial "Ain't no reason to go anyplace else" line. The agency is Dancer Fitzgerald Sample, New York.

Another apparent beneficiary of a new campaign is Anacin, No. 2 in awareness in the medicine & drugs category. Anacin, a Whitehall Laboratories product, recorded a 3.8 percentage point rise in awareness to 10.6% in August, and narrowed the gap between it and No. 1 Tylenol to 6 points from Tylenol's 10.7 point lead in July. Tylenol's awareness level fell slightly in August, to 16.6%—its lowest adWatch score—from 17.5%.

Anacin in July began its "Fight back with Anacin" campaign featuring actress Patricia Neal. The campaign is the first Anacin work by William Esty Co.; advertising for the brand previously was han-

(Continued on Page 74)

INNOVATIVE BINDERY SERVICES!

Out-of-the-ordinary affixing and labeling applications for the graphic arts industry, performed on a volume basis, sensibly priced and delivered on time.

HIGH SPEED AFFIXING

Product Sample Packets
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Plastic Card Affixing
Credit cards, I.D. cards, calendars—affixed to direct mail pieces with easy off adhesive. Inside affixing and in-line fold. Name matching.

Backbone Stripping
A perforated strip is mounted to backbone of bind-in inserts for the perfect bound magazines. Booklets, foldouts, full spread layouts. etc.

Bindery Hangars
For inserts bound into saddle-stitched magazines. Hangar is a counter balance on saddle, with fold to front or back. Perforated for tearout. Plain or printed.

Coin/Token Affixing
High speed application for cards, folders, envelopes and letters. Any coin or token may be used. In-line folding ok. Tight security.

Inserts and Onserts
Unlimited assortment of tipons affixed to magazine signatures, newspaper supplements and direct mail pieces. Inside tipping and in-line folding is common.

PRESSURE-SENSITIVE LABELING

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Adheres to all ink surfaces and no restriction on size or bulk. Diecut shapes and color matching. Quick and economical.

Carton Overlabeling
Update the printing with a pressure sensitive label. 4/c and diecut if needed. Misprints, special offers, price and ingredient changes. Close register.

Token Cards
Pressure sensitive token lifts off easily for relocation. Eliminates diecutting and patching.

Micro Fragrance Labels
Multiple affixing.

Seals, Emblems, Logos
Affixed to any carrier, inside or out. In-line folding.

THE FORM HOUSE INC.
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Cicero, Illinois 60650
Telephone: (312) 242-4166

"One Minute from Chicago"

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BEST AVAILABLE COPY

adbeat One Club goes to bat for homeless

HOMELESS NEW YORKERS have a new champion in the One Club for Art and Copy. The New York group has established a Homeless People's Project. Headed by Norman Tanen, associate creative director at Backer & Spielvogel, the One Club hopes to bring the plight of the street people to the attention of the public via print, radio and tv. The project also has aligned itself with the Coalition for the Homeless and is working to raise $10,000. . .

CAN YOU RECOGNIZE THIS DIABETIC? That's the question patients will see on posters in their doctors' offices below the photos of famous people that suffered from the disease. The program is sponsored jointly by the American Diabetes Assn. and Pfizer Inc. and was created by Impact Medical Communications, New York. The posters, featuring such deceased notables as Jackie Robinson, Jack Benny and Thomas A. Edison, will be sent to 70,000 physicians, hospitals and pharmacies. . .

AMERICANS OLDER THAN 55 are expected to double the amount of money they spend on drugs, home healthcare equipment, supplies and services in the next 10 years, according to a study by Find/SVP, a research company. The new 320-page study, called "The Non-Institutional Senior Market for Healthcare Products and Services," analyzes the market and discusses changes. The study costs $985 and is available from Find, 500 Fifth Ave., New York 10110. . .

DO YOU LOVE NEW YORK? Not everyone does. For instance, take Scott Carouge, an art director at Dancer Fitzgerald Sample, and his wife, Jackie Merri Meyer, an art director at Macmillan Publishing. They've expressed their feelings for the Big Apple in a book "I Loathe New York; A Humorous Look at the Rotten Apple." The 96-page book is being published by Collier Books, retails for $3.95 and is full of cartoons depicting the harsh realities of New York City life. It touches on such sore spots as crime, cockroaches, the high cost of living and the crazies. . .

ROMANCE NEVER FAILS: To entice concertgoers, the American Symphony Orchestra is appealing to their sense of love and adventure with a mailing by Ogilvy & Mather Merchandising, New York. "How to spend eight romantic Sunday afternoons in New York with the American Symphony Orchestra" suggests such diversions as a carriage ride in Central Park, sharing a freshly baked chocolate chip cookie or visiting Carnegie Hall for the 3 p.m. concert. . .

E.T. LICENSING: Papercraft Corp. and Jonathan Advertising, New York, are developing consumer and trade advertising campaigns featuring E.T. Also, E.T. will send messages home this fall via a line of Hallmark greeting cards, according to an agreement with Merchandising Corp. of America. Hallmark also has E.T. reproduction rights for its line of Springbok adult puzzles and stickers. Also, Topps Chewing Gum, New York, said it plans additional "E.T." picture cards later this year, along with "Smurfs" cards. Topps said that besides "E.T." and baseball cards, products featuring "Annie," "Wacky Packages" and football contributed to its $38.3 million sales for the first half ended Aug. 28. .

NEW PRODUCT INTRODUCTIONS climbed 11% during April and May compared with the same period a year earlier, according to the Nielsen Early Intelligence System. The 1,217 products introduced during the bimonthly period included substantial activity in health & beauty aids—up 23% from a year earlier. The slowest activity was in frozen food items, which declined more than 13%. . .

AN EARFUL: The new gimmick in costume jewelry is a little accessory called Earband-It from K-Judy Ltd., Redmond, Wash. Meant to be worn with earrings, the band clips on the middle edge of the ear. The bands are made of electroplated gold and sell for about $3.50 and $4.

Calvin aiming designer briefs ads at females

By PAT SLOAN

NEW YORK—Just a hint of an appendix scar mars the torso, clad in men's white briefs, from which extends a pair of well-developed thighs. The photograph of this tawny and brawny male hangs above a secretary's typewriter. It is not of her boyfriend or even a celebrity.

The photo is an ad for Calvin Klein's latest fashion venture, men's underwear. Why this anonymous male model for office pinup? "I like his looks," the young woman explains. Better than those of that other underwear manikin, baseball star Jim Palmer? "Well, I like his body, tanned and strong. That's the way to put it," she says.

Calvin Klein's underwear could be in the forefront of a trend toward designer briefs for men.

And, perhaps, because she likes the way he looks and how those briefs look on him, she says she will buy Calvin Klein underwear for her boyfriend.

That is the point when it comes to marketing men's underwear, and it's not lost on those who sell it. Women buy 70% of all white underwear. And though men have more of a say when it comes to buying fashion underwear, women still account for between 50% and 55% of all sales in this segment of the category.

Men's underwear generates about $900 million in sales industrywide each year, with the average price of a garment estimated at about $5. Over-all, growth of the category has been on par with inflation. However, fashion underwear has outperformed the category in general, yielding annual sales increases of better than 15%.

One of the first major marketers of men's clothing and basic underwear to tap the fashion market was Jockey International, the privately owned Kenosha, Wis.-based company that accounts for an estimated $65 million to $75 million in sales of underwear at wholesale, according to sources.

Jockey styled a fashion line back in the 1970s, and in 1975 began using sports celebrities to endorse the line and become pinup boys. Included in that group is Mr. Palmer of the Baltimore Orioles, who today peers out from print ads and bus-stop shelter posters in Jockey fashion briefs.

Since 1979, Jockey has increased its ad spending about 73%, according to Bill Herman, vp-advertising and sales promotion. Measured media spending is put at more than $2.3 million in 1981, through Bozell & Jacobs.

For Jockey, the plans are to push aggressively ahead in the advertising of its fashion styles while adding new lines and colors. One of its most recent additions is Yves Saint Laurent bikinis, basic briefs and boxer shorts.

Besides YSL and Klein, however, the designer field is slim. Christian Dior markets a line and Pierre Cardin might, but that, said Bob Garey, president of Calvin Klein Menswear, is the extent of the competition now. All together, designer underwear sales account for a small portion of total underwear sales—much less than 8%, by Mr. Garey's estimates.

Department and fashion-specialty stores are where these products are sold, beside the stores' own label underwear as well as that of Jockey's. And as big as Jockey is, sources say, the greater portion of underwear sold in department stores is private label.

Jockey and private-label brands therefore will be Klein's toughest competition. Klein's product, of course, is priced higher: A private label three-pack could fetch about $10; a three-pack of Jockey briefs sells for about $11; three Calvin Klein basic briefs command $14.50.

Although more costly and sold in few stores at this point, Mr. Garey said the product has sold well. "Bloomingdale's, where the underwear was first introduced in August, has reordered five times in four weeks," he noted. Burdine's in Florida has sold more than 40% of its stock already in just one store, and, as a result, will add the line in additional stores.

In San Francisco and Los Angeles, where the underwear is not yet in stores, customers have placed orders after seeing ads in *People* and *GQ*, the company says.

The ads appeal to women, Mr. Garey said. But they and the product are designed to appeal to "any man who wears underwear. All of our styles, even the bikinis, will fit 95% of the male population."

Nevertheless, he said, to say that Calvin Klein may do for underwear what he did for jeans may be an "overstatement at this point." Retailers are extremely cautious with all inventories right now, he pointed out, and the company is waiting to see how the product sells on a continual basis before making any judgments.

Through Calvin Klein's in-house agency, CRK, somewhat less than $500,000 will be spent on print ads and bus-stop shelter posters to ensure that demand is created and maintained. Besides *People* and *GQ*, *Esquire* and *Architectural Digest* also are being considered.

The ads, conceptualized by Mr. Klein and shot in Greece by photographer Bruce Weber, already have been dubbed controversial by some who see them as sexually suggestive, whether the eye of the beholder is female or male.

Said Mr. Garey, "Yes, it's been controversial because of the shot and because of the guy. And because underwear has not been shot in the most interesting way. But it's beautiful and it could have an impact on the designer underwear business."#

McDonald's ad awareness falls

(Continued from Page 4)

dled by Whitehall's house agency.

In soft drinks, Coca-Cola regained the top spot from Pepsi-Cola, although the awareness scores of both fell in August—Coke's to 24.0% from 25.4% and Pepsi's to 23.3% from 25.8%. Pepsi had led the category for three straight months.

The leader in paper products changed hands for the third month in a row. In August, the leader was Procter & Gamble's Bounty, with an 8.0% awareness level. July leader Charmin, also from P&G, fell to No. 2 with 7.8% of all responses. Scott, the category leader in June, remained third for the second straight month with a 6.6% score.

Other new category leaders in August were Folger's in coffee, dropping Maxwell House to No. 2; Prell in soap/shampoos, replacing Coast, and Riunite in wine/liquor. Paul Masson moved from unlisted to No. 2 in wine/liquor; July leader Gallo fell to No. 3.

The battle for top awareness in beer remained close, with No. 1 Miller edging out Budweiser by 1.1 percentage points, 13.6% to 12.5%. Miller won by 1.5 percentage points in July, after Budweiser had captured the top spot in May and June. Coors (6.6% awareness level in August) was third for the fifth straight month.

In cameras & equipment, No. 3 Polaroid continued to slide, although its August decline, to 5.8% from 6.2%, was the smallest in its five-month decline. Polaroid's awareness level has dropped 10.2 percentage points since April, the most of any advertiser followed by adWatch.

Toyota's awareness level rose a significant 3.04 percentage points in August to 11.8%, enabling it to move up to No. 2 in cars/trucks, breaking the Ford-Chevrolet-Toyota pattern that had prevailed for the first four months. Ford remained No. 1 in August with a 14.1% score, up from 13.4%, while Chevrolet dropped to No. 3 despite increasing its awareness level to 11.4% from 10.2%.

Skoal chewing tobacco made its debut in the top three in tobacco products, finishing third with a 2.3% score. Salem dropped out of the top three. Skoal was the first noncigaret advertiser to break the top three in the category.

Also appearing among the top three for the first time were General Mills' Total, No. 3 in cereal; Lipton, No. 3 in coffee/tea, and Coca-Cola Co.'s Minute Maid, No. 3 in packaged, canned and frozen foods. They knocked General Foods' Fruit & Fiber cereal and Sanka decaffeinated coffee and Stouffer's from No. 3 in their categories in July.#

For additional information on adWatch, contact: Gary Gabelhouse, SRI Research Center Inc., 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

Top 10 in awareness, August

Advertising named most often

August	July		August % of 1250 responses
1.	1.	Coca-Cola	3.76
2.	2.	Pepsi-Cola	2.80
3.	4.	Miller	1.68
4.	6.	Budweiser	1.20
5.	3.	McDonald's	.96
6.	—	*Time* magazine	.60
7.	—	Kibbles 'n Bits	.56
8. (tie)	—	Chrysler	.48
8. (tie)	6.	Ford	.48
8. (tie)	—	General Motors	.48
8. (tie)	—	Toyota	.48

Question: Of all the advertising you've read, seen or heard in the last month, which ad comes first to mind?
Source: SRI Research Center Inc., Lincoln, Neb.